



Aruba Beach Club Resort Appoints General Manager

It is our pleasure to announce that Lisseth Urbina-Gomez has been appointed to the position of General Manager of Aruba Beach Club Resort.

In January 2020, Lisseth was asked to fill the role of Interim-General Manager. This position was scheduled to expire in April of 2020. However due to prolonged issues created by Covid-19, she continued to hold that position where she played a key role in the management of the resort during the recent pandemic, until her recent acceptance to continue as our General Manager.

A graduate of Aruba's ETAO, a school for tourism and administrative education, Lisseth began her career at ABC in October 1998, as a housekeeping clerk. She was promoted in 2002 to Housekeeping Coordinator and then in September 2004 to Executive Housekeeper.

Lisseth and Franklin, her husband of 21 years, have two children, Frangelith and Jonathan. In her spare time Lisseth looks forward to those moments with her family, who are dear to her, during her time away from the Club.

Lisseth completed an Intop Middle Management Course and attended many other seminars and courses such as Coaching Individuals, Building Effective Teams course along with several customer service seminars. She successfully completed the American Management Association Course on the Basic Principles of Supervisory Management. In addition, she completed a course in Aruban Labor Laws & Practices. Lisseth brings 22 years of experience to the Aruba Beach Club Resort, and we are excited for her with her new role at the Resort.

Please welcome Lisseth to her new role as General Manager of our "Home away from Home" and join us in congratulating her on her promotion.